



Print Date 09/18/12

Order Sep 00:20:00

Estimate # **1808**

79-House Majority PAC

Agency Com 15%

Alt Order #

<u>Billing Type</u>	Cash
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<u>Order Type</u>	GENERAL
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<u>Billing Cycle</u>	EOM/EOC
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Billing Calendar BROADCAST

Demographic A25-54

Rev Codes	POL	POL	ISS
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Product Codes PL

Priority P-2

Advertiser Ref

**1010 Wisconsin Avenue NW - Suite
Washington, DC 20007**

Agency **Waterfront Strategies**

Buying Contact

Sales Office EWSDC

Sales Region NAT

Agency Ref 2

**1010 Wisconsin Avenue NW - Suite
Washington, DC 20007**

Primary Account Executive
Marta Salazar-Perren

Account Executive	Order%	Start Date	End Date
Marta Salazar-Perren	100%		

Order Share %	Market Value
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Competing Station	% of Order	Amount
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CABLE	%
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UNKWN	100%
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WFGC %

WFLX %

WPBF %

WPEC %

WPPB	%
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WPXP %

WTCE	%
1	100
2	100
3	100
4	100
5	100
6	100
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11	100
12	100
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99	100
100	100

WTCN %

WTVX	%
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WXEL %

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	13	\$15,767.50	\$18,550.00	0.00	10/01/12	10/08/12	13	\$15,767.50	\$18,550.00
Totals	13	\$15,767.50	\$18,550.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 1	WPTV	10/02/12	10/08/12	M-F 430-5a M-F 430-5a	CM	430-5a	MTWTF--	:30	1	\$250.00	P-2	0.00	NM	1	\$250.00
E 2	WPTV	10/02/12	10/08/12	M-F 5-6a M-F 5-6a	CM	5-6a	MTWTF--	:30	1	\$750.00	P-2	0.00	NM	1	\$750.00
E 3	WPTV	10/02/12	10/08/12	M-F 7-9a M-F 7-9a	CM	7-9a	MTWTF--	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
E 4	WPTV	10/02/12	10/08/12	M-F 9-10a M-F 9-10a	CM	9-10a	MTWTF--	:30	1	\$950.00	P-2	0.00	NM	1	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/02/12	10/08/12	MTWTF--	1		\$950.00	0.00							



WPTV

Print Date: 09/18/12

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Contract / Revision **311396** Flight Dates **10/02/12-10/08/12**

Hiatus Dates

Original Date / Revision 09/18/12/ 09/18/12

Order Sep 00:20:00

Advertiser **House Majority PAC**

Product **79-House Majority PAC**

Estimate # **1808**

													<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
E 4	WPTV	10/02/12	10/08/12	M-F 9-10a M-F 9-10a	CM	9-10a	MTWTF--	:30	1	\$950.00	P-2	0.00 NM	1	\$950.00
E 5	WPTV	10/02/12	10/08/12	M-F 11-12n M-F 11-12n	CM	11a-12p	MTWTF--	:30	1	\$450.00	P-2	0.00 NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/02/12	10/08/12	MTWTF--	1		\$450.00		0.00					
E 6	WPTV	10/02/12	10/08/12	M-F 5-530p M-F 5-530p	CM	5-530p	MTWTF--	:30	1	\$2,000.00	P-2	0.00 NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/02/12	10/08/12	MTWTF--	1		\$2,000.00		0.00					
E 7	WPTV	10/02/12	10/08/12	M-F 530-6p M-F 530-6p	CM	530-6p	MTWTF--	:30	1	\$2,000.00	P-2	0.00 NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/02/12	10/08/12	MTWTF--	1		\$2,000.00		0.00					
E 8	WPTV	10/02/12	10/08/12	M-F 6-630p M-F 6-630p	CM	6-630p	MTWTF--	:30	1	\$3,000.00	P-2	0.00 NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/02/12	10/08/12	MTWTF--	1		\$3,000.00		0.00					
E 9	WPTV	10/02/12	10/08/12	Sa-Su 6-630p Sa-Su 6-630p	CM	6-630p	-----SS	:30	1	\$1,000.00	P-2	0.00 NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/02/12	10/08/12	-----SS	1		\$1,000.00		0.00					
E 10	WPTV	10/02/12	10/08/12	M-F 7-730p M-F 7-730p	CM	7-730p	MTWTF--	:30	1	\$1,200.00	P-2	0.00 NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/02/12	10/08/12	MTWTF--	1		\$1,200.00		0.00					
E 11	WPTV	10/02/12	10/08/12	M-F 730-8p M-F 730-8p	CM	730-8p	MTWTF--	:30	1	\$1,200.00	P-2	0.00 NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/02/12	10/08/12	MTWTF--	1		\$1,200.00		0.00					
E 12	WPTV	10/02/12	10/08/12	M-F 11-1135p M-F 11-1135p	CM	11-1135p	MTWTF--	:30	1	\$2,000.00	P-2	0.00 NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/02/12	10/08/12	MTWTF--	1		\$2,000.00		0.00					
E 13	WPTV	10/02/12	10/08/12	M-F 1135p-1235a M-F 1135p-1235a	CM	1135p-1235a	MTWTF--	:30	1	\$750.00	P-2	0.00 NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/02/12	10/08/12	MTWTF--	1		\$750.00		0.00					
													Totals	13 \$18,550.00